

# THE LEMON GROVE

# REVIEW

Vol. 50, No. 105

Serving Lemon Grove and nearby communities

## IN THIS ISSUE

50TH ANNIVERSARY  
COMMEMORATIVE  
ISSUE #3

Thursday, August 20, 1998 25¢



## The Lemon Grove Review: The First 50 Years

# R The Lemon Grove REVIEW

### Pete Kaufman's Forum

by Cheryl Cohen

**Pete Kaufman isn't the type who normally comes to mind when one thinks of a "newspaperman." In fact, after his six years of ownership of Forum Publications, he is most remembered for being "strictly business," an apt description for a man who wasn't interested in journalism — he simply wanted a successful enterprise.**

"I never had any interest in writing; I was a CPA," said Kaufman, from his Point Loma home. "I loved the freedom to run the newspaper the way I wanted to, and wanted the opportunity to be creative in making it successful."

After graduating from Duke University in 1960, Kaufman did a short stint in the Navy, and then went on to work for a CPA firm in Louisville, Ky. By 1968, the firm had a contract with a group of small weekly publishers who decided to become one entity (Community Newspapers, Inc., in Shelbyville, Ky.) and to select a controller to oversee these papers.

The controller was Larry Coffey, and Kaufman worked closely with him from the very beginning. The task was to take inventories and install computer and accounting systems at each paper to bring them out of shoe-box accounting and into systems by which the parent company (which later became a division of Landmark Communications, previous owner of *The Daily Californian*) could keep better track of profitability.

In the process, Kaufman, who had become an early computer nerd, learned the business of newspapers.

In 1971, Kaufman left the CPA firm to start his own company, and by the end of the decade was ready for a break. He took a year and a half off, ran in his first marathon, and went camping in Europe with his first wife and children.

Upon his return, Landmark decided to computerize in-house, and with old crony Larry Coffey as the



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## FOR LOVE OR MONEY IN LEMON GROVE

BY STEVEN SAINT

Max Goodwin dropped the little grove of citrus trees from the logo of the *Lemon Grove Review* in 1953. It was time to embrace progress.

"Kids are sprouting in beautiful residential patios where lemon trees once grew," he wrote in a front-page editorial. "This once sleepy, little citrus-growing area is now a thriving, bustling market center and first class residential area."

Like most newspaper publishers of his time, Goodwin was a printer. He built a shop on Lester Avenue and subsidized his journalistic exploits with all manner of printed goods. Businesses large and small would advertise in the paper and the publisher, in turn, would try to get their other printing business as well.

The *Review* had been started five years earlier by another printer, Brent Payne, who opened a print shop on Broadway where Top Hat Catering operates now. Payne's first edition of the *Review*, on Sept. 2, 1948, had lots of advertising.

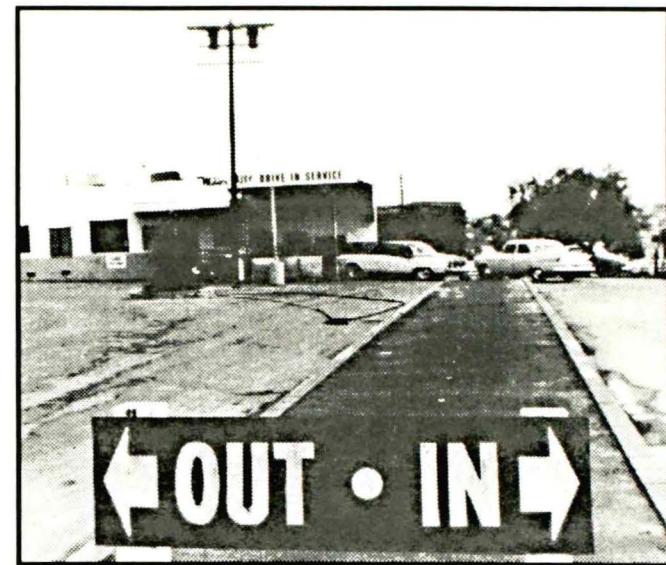
Well-wishers included business that are no longer with us: Lindley's Rexall Drugs, Grove Theater, Lemon Grove Lumber, Piggy Wiggly and Mason's Feed and Supply. Lemon Grove's first bank, a branch of 1st National Trust and Savings, opened in 1949 and is long gone.

Others, like the *Review*, have survived. Grove Pastry advertised in the first edition. Walter's Jewelry opened in 1949. Browne's

Maytag in 1950.

Payne and his heirs, John Pletschet, Ray Graham and Goodwin, viewed the newspaper as vehicle for local business. If Lemon Grovans would spend their disposable income on Lemon Grove businesses, everyone would prosper. The paper would act as a customer's guide to area merchants.

Pletschet declared journalistic war on a La Mesa printer during his short tenure in 1949. He accused the man (unnamed) of sending children into Lemon Grove, door to door, to sell sub-



Miller Dairy, mid-1950s

scriptions to a La Mesa-based paper under the guise of it being the *Review*. This scoundrel's purpose was to lure Grove disposable income to La Mesa advertisers, Pletschet wrote.

"These parasites [are] sucking the good lifeblood of Lemon Grove," he wrote, "giving us in return only a kick."

The Lemon Grove Chamber of Commerce was also formed in 1958, with the purpose of guiding Lemon Grove on the coming wave of progress. Over the years, the *Review* and the chamber often seemed at odds, vying for supremacy in the promotion business.

Goodwin, who bought the paper in 1952, was introduced by Graham as a man "going in direct competition with the Chamber of

the group of a 'pattern of do-nothingness.' He proceeded to buy the *Spring Valley Bulletin* in hopes of launching a chain of small-town weeklies.

He sponsored events, such as an original musical and a custom car show. In 1960, he published the "1st Annual Progress Edition," a 28-page puff piece on this bustling market center. He ran a house ad across the bottom of the front page for years, reading, "Lemon Grove Stores Open 'Til 9 Fridays."

Lemon Grove business kept advertising and so did big chains moving into the area. Piggy Wiggly was among the first. Next came Don Diego Market and Food Basket. Spears Ford opened in July of 1960, just ahead of East County's brave new shopping



Conrad Mortuary, 1953. same location as today

Commerce to sell the community to its residents and neighbors."

Goodwin reveled in his role of self-proclaimed ambassador of progress. He resigned from the chamber board in 1954, accusing

mall, College Grove.

The *Review* devoted many pages to profiles of the shops in College Grove, their products and employees. It was the first major

*Continued on Page 3*

## Upcoming Events

### 'Cool' T-shirts for blood donations in August

The NBC 7/39 Bloodmobile invites the public to donate blood between the hours of 10:30 a.m. and 2:30 p.m. on Sunday when it will be in Lemon Grove at Subway Sandwiches and Salads, 6971 Broadway.

The San Diego Blood Bank encourages everyone to give during the month of August to offset anticipated blood shortages during the Labor Day holiday. All August donors will be awarded a T-shirt to thank them for taking time out this summer to give blood.

### Wiegborst celebration at museum

Live musical entertainment, door prizes, fellowship and food will all be part of the festivities at the Fifth Annual Summer Heritage Series, "Remembering Olaf Wiegborst - His Work, His Home, His Community." The event, sponsored by Silver Creek Fine Art and Custom Framing and the East County Regional Chamber of Commerce, will take place from 5:30 - 8:30 p.m., Wednesday, at the Olaf Wiegborst Museum, 301 W. Renette St. in El Cajon. There will be a special showing of Wiegborst artwork, a showing of the PBS documentary, "Olaf Wiegborst: Painter of the American West", and special guests Roy and Barbara Wiegborst. Admission is \$10.

### Grossmont Hospice hosts series on bereavement

Hospice of Grossmont Hospital announces a new series of seminars entitled "Straight Talk about Grief and Loss", to be held from 6 - 8 p.m., on alternate Tuesdays, at 8881 Fletcher Parkway, Rm. 240, in La Mesa. A \$5 donation is requested. For more information, please call 667-1900.

### Drop-in grief support group available

Drop-in grief support groups for those who have suffered the loss of a loved one will be open to the public and offered from 2:30 - 4 p.m., Wednesdays at 8881 Fletcher Pkwy., Rm. 240, in La Mesa. No future commitment or pre-registration is required. For more information, call 667-1900.

### Hospital to hold seminar on osteoporosis

Osteoporosis will be the topic of a free seminar at Grossmont Hospital. "Osteoporosis at any age" will be presented from 9:30 to 11 a.m. on Aug. 28 in Classrooms 13 and 14 of Grossmont's Briar Patch Campus, located at 9000 Wakarusa St. in La Mesa. The seminar is hosted by Dee Buntjer, a registered nurse and orthopedic case manager, who will discuss the signs and symptoms of the disease, along with diagnosis and treatment options. The required registration can be received by calling 1-800-82-SHARP.

### Mission Trails history hikes planned

Free nature hikes are being offered by Mission Trails Regional Park beginning at 9:30 a.m. every Wednesday, Saturday and Sunday. Participants meet in front of the Visitors Center at Mission Trails Regional Park, One Junipero Serra Trail off Mission Gorge Road in Santee. Through the end of September, a Friday evening hike will also be offered. In addition to the habitat of the area, the lifestyle of the Kumeyaay Indian tribe and the history of the park are topics of discussion by trail guides. All ages are welcome. For more information and to make reservations, please call Marie Collins at 668-3275.

## Lemon Grove Fire Log

### Aug. 3, 1998

3200 blk. College Pl. Medical aid.  
8000 blk. Golden Ave. Dumpster fire.  
1300 blk. Bakersfield St. Possible heart.  
7600 blk. Broadway Ave. Fall.  
7100 blk. Waite Dr. High fever.

### Aug. 4, 1998

7400 blk. Daytona St. Residential structure fire.  
8800 blk. Olive Dr. Non breather.  
7400 blk. Broadway Ave. Unknown medical.  
2800 blk. Lemon Grove Ave. Possible stroke.  
3500 blk. Citrus St. Overdose.

### Aug. 5, 1998

7100 blk. West View Pl. Evaluate for the Sheriff's Dept.  
3400 blk. Washington St. Diabetic problem.  
7100 blk. West View Pl. Laceration.  
2200 blk. Massachusetts Ave. Difficulty breathing.  
7500 blk. North Ave. Choking victim.  
800 blk. North Third St. Move up.  
1100 blk. E. Washington Ave. Assault victim.  
500 blk. E. Washington Ave. Unresponsive.  
300 blk. Shady Ln. Head injury.  
2800 blk. Drew Ln. Allergic reaction.  
500 blk. W. Chase Ave. Residential structure fire.  
1100 blk. Naranca Ave. Possible stroke.

### Aug. 6, 1998

8000 blk. High St. Possible heart.  
2200 blk. Sherwood Dr. Fainting.  
7400 blk. Broadway Ave. Person down.  
9700 blk. Riverview Ave. Move up.  
7000 blk. Rosemary Ln. Diabetic problem.  
Massachusetts Ave./San Miguel Ave. Vehicle accident.  
7800 blk. Shorewood Dr. Residential structure fire.  
1300 blk. Glencoe Dr. Vomiting.

### Aug. 7, 1998

Pacific Ave./Buena Vista Ave. Medical aid.  
2600 blk. Glebe Rd. Overdose.  
EB Hwy 94/Kelton Rd. Vehicle fire/freeway.

## WEATHER

The following information was provided by the National Weather Service.

|           | High | Low |
|-----------|------|-----|
| August 10 | 91   | 72  |
| August 11 | 92   | 69  |
| August 12 | 92   | 68  |
| August 13 | 95   | 70  |
| August 14 | 95   | 69  |
| August 15 | 82   | 66  |
| August 16 | 78   | 66  |

## The Lemon Grove Review

(USPS NO. 309-840)

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THE LEMON GROVE REVIEW  
Box 127, Lemon Grove, CA 91946  
(619) 469-0101

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Steven Saint, Publisher

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Trudy Thomas

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Cheryl Cohen, Greg Eichelberger,  
Phillip Giannangeli, Paul Treseke,  
Betty Jo Tucker

### Submissions

Letters, editorial and photo submissions are welcome, but will not be returned to sender unless accompanied by self-addressed, stamped envelope.

Material can be sent via e-mail at the following address: sdgreens@igc.apc.org

All materials must be received by the Monday preceding the date of publication. The editor reserves the right to edit all submissions.

### Advertising

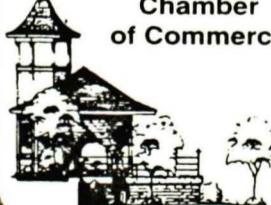
All advertising is subject to current rate card. The publisher reserves the right to reject an advertiser's order.

Only publication of an advertisement shall constitute final acceptance.

Send all correspondence to: Forum Publications, Inc., P.O. Box 127, Lemon Grove, CA 91946

## Proud Member

Lemon Grove  
Chamber  
of Commerce



## M is for Mayor

Personal comments of Mayor Mary Sesson

### Well-utilized LG auditorium more user friendly

Chula Vista has its Coors Amphitheater and El Cajon its East County Performing Arts Center. In this city, we have the Lemon Grove Middle School auditorium. It may not be as big or glitzy as the other two venues but it is the largest non-church auditorium in the city. Recently, it has undergone some renovations that will make it more user friendly.

The school district installed an air conditioner for the room over this summer. This year, the city spent some Community Development Block Grant funds to replace the unusable sound system. It would be nice to be able to paint the walls, install new drapes and fix the stage but neither the school district nor the city has the money for those improvements. However, the basics, comfortable room temperature and clear sound, have been taken care of.

The school district and the city use this auditorium throughout the year for various meetings and awards programs. The Chamber of Commerce holds its Miss Lemon Grove Pageant in this room. The public as a whole is invited to "test drive" the facility on Sept. 23, when the Lemon Grove Project holds a town hall meeting. The focus of this meeting will be "Public Health and Safety." Additional information will be appearing later in the City newsletter and this newspaper.

The town hall meeting promises to be informative and interesting. The facilities will be more comfortable than they have been in years (keep in mind that the classrooms where our children learn are not air conditioned). The debate and discussions should be lively and respectful. Please mark your calendars for this event. Hope to see you there.

## Lemon Grove Sheriff's Log

### Aug. 3, 1998

3200 blk. Main St. Residential burglary. \$30 value.

### Aug. 5, 1998

2300 blk. Peppermint Ln. Auto theft. Value unknown.

### Aug. 10, 1998

3500 blk. Olive Dr. Auto theft. Value unknown.

Broadway. Grand theft. \$3,000 value.

### Aug. 11-12, 1998

2700 blk. Olive St. Residential burglary. \$550 value.

6600 blk. MacArthur Dr. Commercial burglary. Value unknown.

7000 blk. Broadway. Commercial burglary. Value unknown.

7000 blk. Broadway. Commercial burglary. Value unknown.

### Aug. 14, 1998

7100 blk. Rosemary Ln. Petty theft. \$240 value.

### Aug. 15, 1998

2200 blk. El Prado Ave. Auto theft. Value unknown.

7500 blk. Broadway. Auto theft. Value unknown.

7000 blk. Broadway. Commercial burglary. \$2 value.

7900 blk. Mt. Vernon St. Petty theft. Value unknown.

### Aug. 17, 1998

7900 blk. Mt. Vernon St. Vehicle burglary. Value unknown.

## In the Service

Navy Seaman Marshall E. Williams, son of Willie R. Mitchell of Lemon Grove, recently helped the amphibious assault ship USS Belleau Wood win the Commander, Naval Surface Forces, U.S. Pacific Fleet 197 Wellness Award (Green "H").

Complying with the Navy's emphasis on improving quality of life, Williams' ship received the award for implementing health programs which have contributed to improving the lifestyle and health of USS Belleau Wood Sailors and Marines.

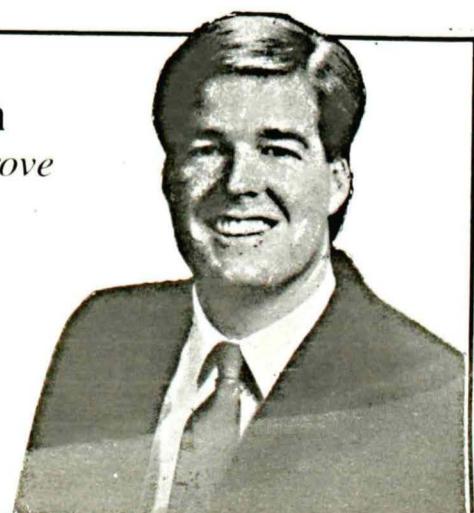
Two of the most visible and productive programs responsible for winning the award were blood pressure monitoring and cholesterol checks, and programs to identify, track and educate those in high-risk categories.

Dr. Shawn Stoddard  
Treats neck and back pain  
Hundreds helped in Lemon Grove

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Stoddard Chiropractic  
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(2 Blks east of Massachusetts)



# The Lemon Grove REVIEW

## Pete Kaufman's Forum

*Continued from Page 1*

new president, hired Kaufman to install the new system. Meanwhile, Landmark had acquired *The Daily Californian* as part of a business merger. "It was bleeding money," said Kaufman. "They were losing money like mad." He said that with their purchase of a \$2 million printing press, a feed from the Associated Press, the huge building divided up into a big-time newsroom, the *Californian* required many more people to run the operation than was financially feasible. Kaufman was sent to El Cajon to clean up the newspaper's accounting system and to bring it up to date with a new computerized system akin to Landmark's standards.

After a matter of three months, Kaufman was heavily involved in all areas of the newspaper. He was overseeing the mailroom, circulation department, composition and printing. Kaufman was made the new General Manager of *The Daily Californian*.

Through his experience at Landmark, Kaufman gained a philosophy of how smaller, regional newspapers should be run, with community news being featured on the front pages. The *Californian*, however, had been operating with a different focus, with national news running up front, with local news shoved into the back pages of the publication.

After a report from outside consultants proved him right, *The Daily Californian* started running more as a local newspaper and moved away from trying to compete with the "big guys" style of the *San Diego Union-Tribune*. Kaufman spent the next three to four years trying to further localize the

*Californian*, shepherd the publication through cutting its losses, and reach a break-even point. However, the honeymoon couldn't last forever.

**Speculation about Kaufman and *The Daily Californian* parting company in 1987** varies, but Kaufman attributes his firing to a "difference in philosophy" with members of upper management. In any case, taking the task of bringing any company into a state of efficiency doesn't usually bring with it any measure of popularity for the clean-up guy.

Kaufman liked the San Diego area and decided not to return to the East Coast to live. After his split with Landmark and *The Daily Californian*, he looked for other employment in the area, but met with little success.

"I couldn't even get an interview," said Kaufman. He credits his independent style and scattered resignations and firings through the years as an obstacle to employment. He decided instead to check into buying a business where he could be his own boss.

About this time, *Lemon Grove Review* and *Spring Valley Bulletin* publisher, Max Goodwin, was losing steam. His papers were on the market and listed with a broker. Kaufman found Goodwin's price too high and walked away. After a year of negotiations for the purchase of another paper broke down, Kaufman and Goodwin finally came to terms for the purchase of the two publications.

Kaufman founded Forum Publications and issued his first paper on Feb. 23, 1989. He brought in \$10,000 worth of computer equipment which he hadn't time to learn before having to meet the deadline of the same week's issue. Until he got the hang of things, he was able to produce the first few newspapers with the help of some moonlighting *Daily Californian* employees.

The first year's *Lemon Grove Review* in the Kaufman era was splashed with colorful logos, the hue changing with each edition. The papers sported a new look with the advantage of modernized computer graphics and layout. There were no bylines used, because Kaufman only had one reporter, first volunteer Karen O'Rourke and, later, Lisa Parsons.

"You don't want each article to be attributed to one name over and over," explained Kaufman. Also, it gave Kaufman some measure of anonymity, because he didn't always want to identify the articles he'd written himself. He didn't (and still doesn't) consider himself to be a writer.

Putting out newspapers each week turned into much more of a strain than even Kaufman, the guy who'd learned newspapers from top to bottom, had counted on.

"It was really a struggle, those first two years," Kaufman said. He said had it not been for the legal advertising revenue, he never could have made it.

And, ready or not, he added the *La Mesa Forum* after only three months in business. A publication had to be in print for a year before becoming "adjudicated," or qualified to run legal ads, the bread-and-butter of the business.

One accidental-but-profitable oddity of a small newspaper is that it is an ideal venue for people to publish required legal ads where they may not be ordinarily noticed. Kaufman recognized that this worked to his advantage.

Things were rough on the personal side, too. When his second marriage broke under the strain of a reduced income and insanely-increased workload, Kaufman moved himself and his business from his three-bedroom home into a one-bedroom apartment.

"It was interesting, to say the least," said friend and Lemon Grove historian Pete Smith, who helped Kaufman move. "He had his microwave somewhere in-between his fax and his computer, if I remember right. I don't know where or how he slept in that place."

Kaufman recalled his infamous tower of six box springs and mattresses left over from his house, upon which he slept in the crammed apartment.

A community newspaper, Kaufman says, is like a three-legged stool, with

*Continued on Back Page*

## FOR LOVE OR MONEY

*Continued from Page 1*

shopping complex outside San Diego proper.

The brainchild of George A. Scott, then-president of the Walker Scott department store chain, College Grove's 70 acres were home to some 60 stores. It generated \$30 million in retail sales in its first year of operation and was named "shopping center of the year" by *Record Book* magazine in 1961.

College Grove was so popular, Broadway residents began to complain that their street was becoming a regional fly-through for shoppers.

County planners soon declared the stretch of Broadway between Kempf Street and Imperial Avenue the "most dangerous in the county."

In March of 1961, the *Review* ran a profile of W.E. Denlinger, one of the area's last lemon growers. Denlinger reminisced about the citrus groves that once lined Grove Street and Imperial Avenue, from Washington Street to Palm Avenue. Water shortages and foreign competition were cited as adverse market forces. Between 1956 and 1960, Lemon Grove lost 1,200 acres of agriculture.

Denlinger was still selling lemons to anyone who dropped by, in the meantime, he was subdividing his 7 1/2 acres into residential lots.

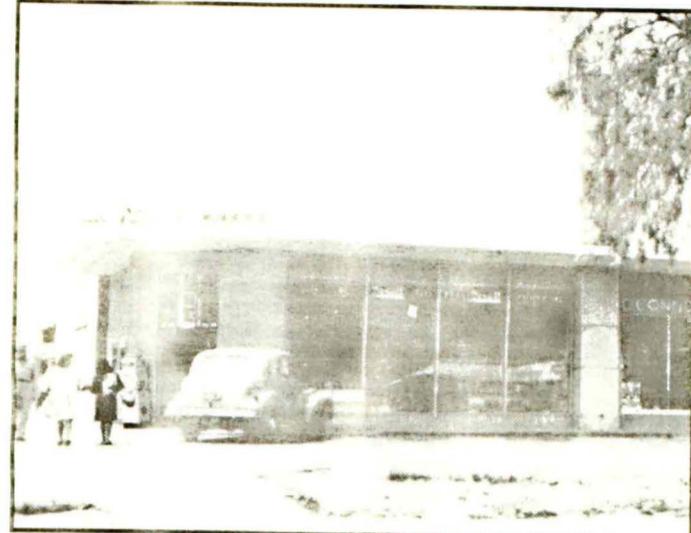
The Chamber of Commerce announced a program to plant lemon trees in Lemon Grove.

Talk of incorporation arose for the second time since 1958, but was defeated at the polls a second time in 1964. The chamber had favored it and Goodwin had editorialized on its benefits, especially to avoid being annexed by the city of San Diego.

New laws were also giving sales tax revenues to cities, a move that would eventually drive cities to embrace car dealers and department stores over local retailers.

In 1972, the chamber boasted a record membership of 153. The *Review* and *Bulletin* claimed some 15 employees.

Lemon Grove's 20 years of urbanization culminated in a third — and finally, successful — drive for cityhood. The first city council included chamber mainstays like Jim Dorman and Dell Lake.



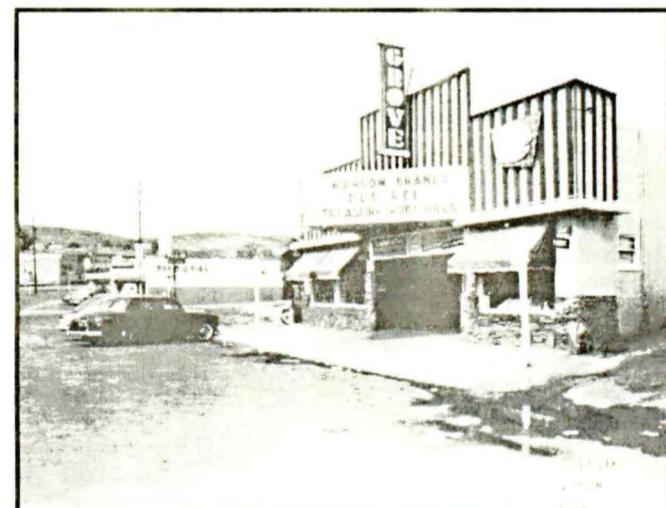
Lindley's Rexall Drugs, Main Street & Broadway, 1948

As quickly as it started, some 50 years ago, Lemon Grove's drive for progress stalled. No sooner had Miller Dairy been turned into condominiums did the global economy take a nosedive. In the big picture, rising energy costs, massive super-power defense deficits and American credit cards brought a false economic expansion to a halt.

In California, overbuilding and defense budget cuts left lots of small towns with plenty of vacancies and fewer jobs.

Grossmont Center and Parkway Plaza gave East County shoppers more places to go. Businesses started shutting down along Broadway in Lemon Grove. In 1982, College Grove was sold for half of what it cost to build in 1960, and the occupancy rate eventually fell to less than 50 percent.

Max Goodwin, in his late 70s, put the *Lemon Grove Review* up for sale. Once mailed to more than 5,000 subscribers, the paper's readership had plummeted to a few hundred. The printing business, which had for decades supported local newspapers, began to change rapidly. Goodwin's old linotype machines were no match for com-



The Grove Theater, 1954, located at Imperial Avenue and Lester Street, the current location of Grove Office Supply.

puters and laser printers.

A new era for love and money was beginning. Who knows what it all means?

**OUR THANKS TO THE LEMON GROVE HISTORICAL SOCIETY AND PHOTO HISTORIAN PETE SMITH FOR RESEARCHING AND PROVIDING PHOTOGRAPHS FOR THESE COMMEMORATIVE ISSUES.**

# Feds seek public comments on Bell's vireo salvation plan

by Joe Naiman

Environmentalists, property owners, freeway users and others may be at odds about endangered species, but they would all probably like to see the list get shorter.

The U.S. Fish and Wildlife Service wants to remove the least Bell's vireo from the endangered list and has issued a draft recovery plan. The public has until Aug. 31 to provide comment on the plan.

The least Bell's vireo, which typically inhabits woodlands along watercourses, was listed as an endangered species in May 1986, with designation of critical habitat issued in February 1994.

Available census data for the songbird, which currently breeds in only eight Southern California counties and portions of northern Baja California, indicates a rise from about 300 pairs in 1986 to nearly 1,350 pairs in 1996.

The least Bell's vireo, whose biggest threats are breeding habitat loss and degradation and brood parasitism (that is, brown-headed cowbirds laying eggs in vireo nests to be raised at the host brood's expense), has already lost its presence in the Owens Valley, Death Valley, Sacramento-San Joaquin Valley, Sierra Nevada foothills and Tehama County.

The Fish and Wildlife draft criteria stipulates that when stable or increasing populations of several hundred or more breeding pairs are protected and managed for

five consecutive years at several sites (including the Sweetwater and San Diego rivers), the bird might be reclassified as "threatened" rather than "endangered."

The bird may be de-listed entirely if populations return to the Salinas River and San Joaquin and Sacramento valleys, and if threats are reduced or eliminated

cent of the pairs recorded in California inhabited the San Diego River, with critical habitat along the river including approximately 2.4 kilometers upstream and five kilometers downstream of the intersection of Big Rock Road and Mission Gorge Road in Santee.

About 750 acres of existing riparian habitat and 940 acres of land with potential to support riparian habitat if appropriately reclaimed exist downstream of the Cleveland National Forest and the upper end of the El Capitan Reservoir.

Another 3 percent of the pairs recorded in California lived along the Sweetwater River. Critical habitat exists from about 1.6 kilometers upstream of state Route 94 downstream to the Sweetwater Reservoir.

Local entities involved in the implementation schedule include the Helix Water District, Lakeside, Otay Water District, Padre Dam Municipal Water District, the City of Santee and the Sycuan Indian Reservation.

The management plan for the Sweetwater River population will be prepared in Fiscal Year 1999 while the management plan for the San Diego River population will be prepared in Fiscal Year

2000. Each will cost \$20,000. Annual monitoring will cost \$50,000 for each area for each of the five fiscal years involved.

The 1996 survey revealed 30 pairs between Padre Dam and Mast Blvd. along the San Diego River along with 33 territorial males.

Sightings between Mission Trails and Padre Dam and between Carlton Hills Blvd. and Lakeside have been recorded as late as 1992. Eight pairs and eight

territorial males were counted along El Capitan in 1986, but none have been recorded since.

Along the Sweetwater River one pair with one territorial male was seen downstream of the reservoir in 1992, 1993, and 1994, with 33 pairs and 51 territorial males inhabiting the area between the reservoir and the Rancho San Diego golf course in 1996 and three pairs and three territorial males living upstream of the golf course in 1996.



so that the birds are capable of persisting without significant human intervention.

The plan includes recovery costs of \$8.4 million between 1999 and 2003. The efforts include river enhancement and management plans (including control of invasive plant species), cowbird control through modified traps (which have a slotted roof to allow ingress and are large enough for a person to walk in and remove a trapped bird), monitoring and research, and habitat creation and restoration.

In 1996, approximately 3 per-

**"Others compare the biological diversity of the planet to rivets on an airplane wing — if you take some out, there seems to be no effect, but if you remove too many, the wing will fall off."**

— "When Is It Time to Save a Species?"  
Metropolitan Water District

## "So You Think You Want To Quit"

A Seminar on Interventions and Services to Assist People with a Desire and Plan to Stop Smoking

August 26, 6 - 8:30 p.m.

Scripps Memorial Hospital East County

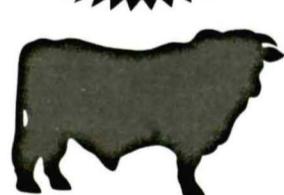
1688 E. Main Street, El Cajon

Contact: 1-800-SCRIPPS to pre-register. Admission fee is \$5

This seminar will provide persons interested in assistance with quitting with the latest tools and information. Limited to 42 enrollees.

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|---------------------------|---------------|
| 10# CHUCK ROAST           | 2# FRANKS     |
| 2# SAUSAGE                | 5# BEEF RIBS  |
| 5# END CUT PORK CHOPS     | 3# BOLOGNA    |
| 3# COUNTRY STYLE RIBS     | 2# SALAMI     |
| 10# FRYER CHICKENS CUT UP | 3# BACON      |
| 5# GROUND BEEF            | 10# BEEF RIBS |

80 POUNDS  
\$119.95

|                        |            |
|------------------------|------------|
| 5# ROUND STEAK         | 5# SAUSAGE |
| 10# CHUCK ROAST        | 3# FRANKS  |
| 10# GROUND BEEF        | 2# BOLOGNA |
| 10# BEEF RIBS          | 2# SALAMI  |
| 15# CHICKENS CUT UP    | 3# BACON   |
| 15# END CUT PORK CHOPS |            |

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## Vitamin Depot

## Letters to the Editor

### Speak out for clean water

We strongly advocate conservation and reuse of reclaimed sewage water, however, for nonpotable reuse only. We just don't want to drink it.

It is interesting to note: That from 1979 to 1990 the city of Denver initiated a series of research projects on the viability of potable reuse. (Toilet to Tap). Just recently, Denver abandoned the idea of potable reuse and announced a major project in non-potable reuse.

Moreover, the studies conducted by Denver were much more costly than those conducted by San Diego.

Following are excerpts from two of the recommendations embodied within the Executive Summary of "Issues in Potable Reuse" published by the National Research Council:

1. Epidemiologic studies should be conducted on a national level. (page 11.)

2. Indirect Potable reuse (such as San Diego is proposing) is an option of last resort. (page 3). (Emphasis added.)

The Scientific Panel which met July 6 and 7, to review the city of San Diego's proposed Water Repurification Project will present its findings at a publicly "noticed" meeting of the San Diego City Council Committee on Natural Resources and Culture.

The date is Sept. 16 at 9 a.m. on the 12th floor of City Hall, 202 C St. Everyone who does not care to drink toilet water should be there. Only eight members of the public were present at the last meeting held on July 7.

MARY QUARTIANO  
Revolted Grandma's  
San Diego

### Union bosses are at it again

Citizens living in the Grossmont district should prepare themselves for another "atheist v. Christians v. advocates for parental rights" election season.

While 90 percent of Americans consider themselves Christians, they will still sit idly by and allow a small group of obnoxious individualists to criticize candidates for their personal religious beliefs.

Grossmont's mother of all battles is not over yet. Each man running for the Grossmont school board has been "rated" by the counterfeit "citizens" group that chose the three candidates the union bosses will endorse.

This same bogus "citizens" group will

oppose the candidates that will not the sponsorship of the union bosses. These candidates will not have the financial backing of any special interest group and must spend thousands of dollars to compete against a special interest who stands for the status quo. They will be labeled as the "Radical Religious Right." Even the Christians in our community will begin to question the motives of the best candidates.

During the June elections, I began wondering what it means to be a member of the "RRR." The answer is two-part. First, many of today's educators don't mind the quiet people who believe in some of the Bible. What they fear is the outspoken people who believe in the entire Bible!

Second, they have worked so hard to keep new committee meetings to establish emergency procedures in case a student who can't tell right from wrong shows up and starts shooting.

On evenings and weekends, they have to select the candidates they want to vote on their future pay raises, work phone banks, walk precincts, etc. It's a busy job!

As the silent majority sits by, I hope it takes note of those who are labeled as the RRR because those are the people we need to vote for. Those are the people who represent mainstream America. They are the leaders of the future who have the knowledge to improve the quality of education in East County.

MICHAEL HOUGH  
Santee

### What kind of stand is that?

What do you mean when you say, "Forum Publications does not take an editorial position on anything" [Our Editorial Policy, Aug. 13 issue]? Doesn't Greg Eichelberger speak for the Forum in his "Commentary?"

Just a little curious about the disclaimer.

ROY S. WILLIAMS  
La Mesa

*Editor's note: Yes, you read correctly. None of our columnists, including Greg Eichelberger and Paul Treske, speak for the Forum. In fact, they usually disagree. We run them on alternate weeks to give opinion readers a change of pace. Even my infrequent column, "The Brighter View," is just my opinion and represents no group editorial process.*

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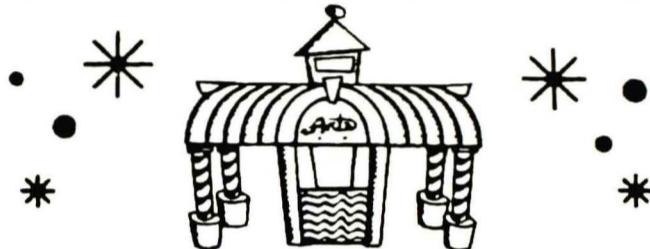
## Citizen Goodwin



Max Goodwin (center), who published the *Lemon Grove Review* and *Spring Valley Bulletin* for 37 years, was honored Monday at a party commemorating the Lemon Grove paper's 50th anniversary. He is pictured with Pete Kaufman (left), who purchased the papers in 1989 and then started the *La Mesa Forum*, *El Cajon Eagle*, *Santee Star* and *Lakeside Leader*, and Steven Saint, the current publisher.

Photo by Cheryl Cohen

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***Reel thoughts*****'Air Bud' and 'Snake Eyes' deliver**

by Betty Jo Tucker

After sitting through over two boring hours of shouting and shooting in "The Negotiator" last week, it was a pleasure viewing "Snake Eyes" and "Air Bud: Golden Receiver," two much more satisfying films.

In "Snake Eyes," a suspense thriller from Paramount Pictures, Oscar-winner Nicolas Cage ("Leaving Las Vegas") plays Rick Santoro, a corrupt Atlantic City detective who gets his chance at redemption.

After a ring-side assassination of the U.S. secretary of defense, Santoro finds himself in charge of the investigation surrounding this crime. Claiming loyalty to be his only vice, Santoro wants to save the career of his best friend, Kevin Dunn (Gary Sinise), a naval commander responsible for the secretary's security.

Because the murder takes place during a heavyweight boxing match attended by a crowd of fight fans, all 14,000 of them become suspects or witnesses.

The pairing of Cage and Sinise emerges as one of the best reasons not to miss this unusual film. Director Brian DePalma ("The Untouchables") credits Cage with "a sense of humor and style of outrageousness that makes the Santoro character exciting to watch."

Equally pleased with Sinise ("Ransom"), DePalma says, "He brings a great deal of depth of feeling to what could have been a one-dimensional character."

Other reasons to put this movie on your must-see list include a surprise-filled screenplay by David Koepp ("Jurassic Park") and a masterful opening sequence following Santoro as he makes his



Buddy gets a real mouthful in "Air Bud: Golden Receiver."

audacious way through the arena, glad-handing or conning everyone in sight (and on his cell phone).

Despite some gory shooting and fight scenes, "Snake Eyes" contains the most creative camera work of the year.

"Air Bud: Golden Receiver" (from Dimension Films) is a sure

bet to deliver fun for the entire family.

In this delightful sequel, the clever canine plays football instead of basketball. Just the sight of Buddy in his football uniform doing push-ups with the team is worth the price of admission!

But this heartwarming film also makes viewers care deeply about the problems of a teen-age boy coming to grips with his mother's new romantic relationship with a veterinarian (Gregory Harrison).

Playing Buddy's owner again, Kevin Zegers brings humor and innocence to this key role. And he just might be the best looking male teen-ager in films today — or at least the most photogenic.

When gamblers roll the dice, they may lose their shirts by rolling two ones, but moviegoers can win big by putting their money on "Snake Eyes" and the new "Air Bud" sequel.

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## PUBLIC NOTICES

### NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

To Whom It May Concern

The Name of the Applicants are

FIGUEROA JESUS J

FIGUEROA MARIA I

The applicants listed above are applying to the Department of Alcoholic Beverage Control to sell alcoholic beverages at

7451-55 BROADWAY

LEMON GROVE, CA 91945

For the following type of License #1 ON-SALE BEER AND WINE - EATING PLACE

Lemon Grove Review

August 6, 13 & 20, 1998

**NOTICE OF TRUSTEE'S SALE**

Title Order No. 890205 Trustee Sale No. 96-56267 Reference No. 936773

APN No. 479-470-09-04

YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED JUNE 19, 1995, UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE.

IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER.

On August 27, 1998 at 10:00 A.M. Professional Lenders Alliance Corporation as the duly appointed Trustee under and pursuant to the terms of the Deed of Trust recorded in the Office of the Recorder of San Diego County, California, executed by Victor Velasco Jr and Annette Rose Velasco, husband and wife, as Trustor, Carlsberg Mortgage Corporation, A California Corporation, as Beneficiary WILL SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH (payable at time of sale in lawful money of the United States, by cash, a cashier's check drawn by a state or federal bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, savings bank specified in section 5102 of the Financial Code and authorized to do business in the state). At the south entrance to the County Courthouse at 220 West Broadway, San Diego, CA all right, title and interest conveyed to and now held by me under said Deed of Trust in the property situated in said County, California describing the land therein. As more fully described in the Deed of Trust. The property heretofore described is being sold "as is". The street address and

other common designation, if any, of the real property described above is purported to be 2390 #4 Massachusetts Avenue, Lemon Grove, CA 92045. The undersigned Trustee disclaims any liability for any inaccuracy of the street address and other common designation, if any, shown herein. Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to satisfy the obligations secured by said Deed of Trust executed by Lavalle H. Walker and Jill R. Walker, husband and wife as Joint Tenants as trustee recorded on 8/19/93, instrument 1993-0540206 of Official Records of San Diego County, California. The total amount secured by said instrument as of the time of initial publication of this notice was estimated at \$151,418.84, which includes the total amount of the unpaid balance (including accrued interest) and reasonably estimated costs, expenses and advances, at the time of the initial publication of this notice. Date: 8/7/98

ATI Foreclosure Services, Inc., 1595 Spruce Street, Riverside, CA 92507, Danni Thomas, Trustee, Sale Officer For Sale Information Call: (909) 680-3646. We are assisting the Beneficiary to collect a debt and any information we obtain will be used for that purpose whether received orally or in writing.

ASAP330762/08/13 08/20 08/27

Lane Insurance Services, Inc.

CALIFORNIA

This business is conducted by a corporation.

The transaction of business began on 3-24-97

Signature of Registrant:

RICHARD J. LANZ

PRESIDENT

This statement was filed with Gregory J. Smith the Recorder/Court Clerk of San Diego County on AUG 03 1998

Lemon Grove Review

Aug 13, 20 & 27 & Sept 3, 1998

**FICTITIOUS BUSINESS NAME STATEMENT**

Assigned File No 98019934

The Name of the Business:

NAIL CARE BY CINDY

located at 8274 Parkway Drive

La Mesa, CA 91941 is hereby registered by the following owner:

QUAN TRAN

2850 DREW LANE

LEMON GROVE, CA 91945

This business is conducted by an individual.

The transaction of business began on 7-29-98

Signature of Registrant:

QUAN THUC TRAN

This statement was filed with Gre-

gory J. Smith the Recorder/Court

Clerk of San Diego County on

AG 10 1998

Lemon Grove Review

Aug 20, 27 Sept 3 & 10, 1998

**NOTICE OF TRUSTEE'S SALE**

Trustee Sale No. 6112-19343, Loan No. 1351203 Title Order No. 977279-11 Investor No. 2159698. YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 8/6/93. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDINGS AGAINST YOU, YOU SHOULD CONTACT A LAWYER.

NOTICE IS HEREBY GIVEN that the real property, purportedly known as 8021 Beechwood Court, Lemon Grove, CA 91945 APN 480-661-39-00 will be sold at public auction at the South entrance to the County Courthouse, 220 West Broadway, San Diego, CA on 9/3/98 at 10:00 am to the highest bidder payable at the time of sale for cash or cashier's check drawn on a state or federal bank, state or federal savings and loan association, savings asso-

ciation, or savings bank specified in Financial Code Section 5102 and authorized to do business in California.

The sale will be made without covenant or warranty, express or implied regarding title, possession or encumbrances to satisfy the obligations secured by said Deed of Trust executed by Lavalle H. Walker and Jill R. Walker, husband and wife as Joint Tenants as trustee recorded on 8/19/93, instrument

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**\$1,000 POSSIBLE TYPING**. Part-time At Home. Toll free 1-800-218-9000 Ext. T-5139 for listings. (CAL'SCAN) 1911

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**SSOVER DUE BILLS?** Credit problems? Try debt consolidation! Combine all bills into one low payment. No application fees!! (800) 863-9006 ext. 103. (CAL'SCAN) 1928

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**BEANIE BABIES DEALER** with large inventory of Beanie dolls, accessories, and Ltd. Edition Beanies seeks P/T help. Fun, flex schedule with excellent earnings potential. 714-596-0102. (CAL'SCAN) 1984

**STEADY WORK CONCEPT** works! Body Wise-a company promoting wellness. Work from any location with experienced teammates to earn \$1000+/mo. Start part-time 1-888-819-6020. (CAL'SCAN) 1974

**OUR TEAM CONCEPT** works! Body Wise-a company promoting wellness. Work from any location with experienced teammates to earn \$1000+/mo. Start part-time 1-888-819-6020. (CAL'SCAN) 1974

**PHARMACY TECH** Immediate opening. High School graduate, computer skills. Minimum 3 mo's. Pharmacy technician experience. Current CA. State Board Registration. Competitive benefits.

**DRIVERS-MILES. MONEY** Respect. Glass haulers. 34 cents/mile. Great benefits. Consistent miles. Run western states. 3 yrs OTR + 1 yr flatbed exp. Combined Transport. 1-800-637-4407 (CAL'SCAN) 1966

**NATIONAL CARRIERS, INC.** is looking for quality Owner/Operators to pull company refrigerated trailers throughout Texas and 10 Western States. Positions available with fleet owners. Call (800) 728-9128. (CAL'SCAN) 1972

**DRIVERS-MILES. MONEY** Respect. Glass haulers. 34 cents/mile. Great benefits. Consistent miles. Run western states. 3 yrs OTR + 1 yr flatbed exp. Combined Transport. 1-800-637-4407 (CAL'SCAN) 1966

**DIRECTOR OF STAFF** Development for 99 bed SNF Live among fruit trees, lakes, rivers & mountains. Seeking exper. only state approved D S D to run a

### miscellaneous

## Pete Kaufman's Forum

*Continued from Page 3*

circulation, advertising and good editorial. The *Review* came to Kaufman with a big disability.

"My reality was that the papers virtually had no distribution," Kaufman said of the condition of the business he purchased. He went from door to door, giving copies of the newspapers away to people, trying to build the circulation numbers. It wasn't working.

He said that, at first, he even felt guilty when he'd sell an ad, because he knew that nobody was buying the papers. He felt bad, because he truly wanted the papers to help the advertisers build their businesses.

Kaufman also knew that without good editorial content, no one would read the papers, but he was severely understaffed. Instead of hiring people he couldn't afford, he turned to the community's service clubs, school administrators, parents and teachers and other organizations to help him build the content needed to spark reader interest.

The name "Forum" was chosen because it was to represent the company's basic philosophy and efforts, to pro-

vide "a medium for open discussion," in a fair and unbiased manner. Kaufman had no desire to take sides on issues, but wanted to present them and let the readers make up their own minds.

Max Goodwin (among others) contributed commentaries to the papers, but not as editorial opinion of Forum.

Sometimes, the readers could get a little pushy about their views. The Nov. 12, 1992 issue of the *Review* featured an article entitled "KKK threatens to destroy the *Review*," which detailed an "attack" on the newspaper.

Racist graffiti was spray-painted and a note was delivered via a rock thrown through the glass window of the building at 3434 Grove St., where Kaufman maintained an office/mail drop.

The culprit turned out not to be an organized effort, but lone 17-year old Helix High School student, Alex Curtis. During the six months until he was caught, there was significant involvement by the authorities, the Anti-Defense League, and hate crime groups.

"It was a nervous time," said

Kaufman. "But then, it just turned out to be this kid who had a lovely mother and a nice dad."

After several years, Kaufman hired one-time La Mesa Scout reporter Mary Rosen to write and lay out the *Santee Star* and Steven Saint to perform those tasks for the *E/Cajon Eagle*.

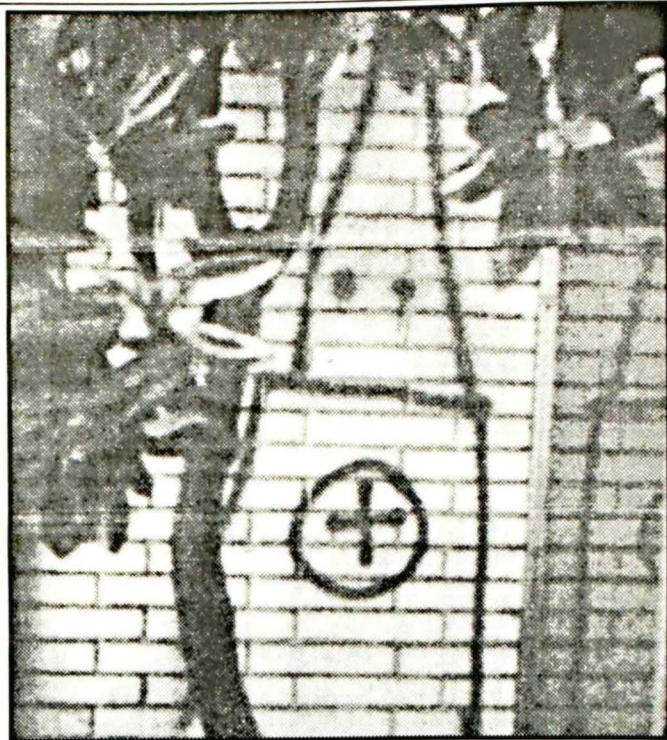
In this way, Kaufman was able to start the adjudication clock running on two new papers without having to do any additional work himself.

The year before he sold the business to Steven Saint in 1995, Kaufman started yet another newspaper, the *Lakeside Leader*.

If ever anyone assumed that Peter Kaufman had altruistic or journalistic reasons for buying, starting and running community newspapers, or even that he must have had a great love for newspapers to build a business such as he did, they would be dead wrong.

Kaufman was first and foremost a businessman.

For the six communities that Forum Publications serves, it is fortunate his establishment of closer ties to the communities also happened to be good



Kaufman believed the Ku Klux Klan had a revival in 1992, when his office building was vandalized with Klan symbols and a window was broken. It turned out to be the work of a lone Helix High School student.

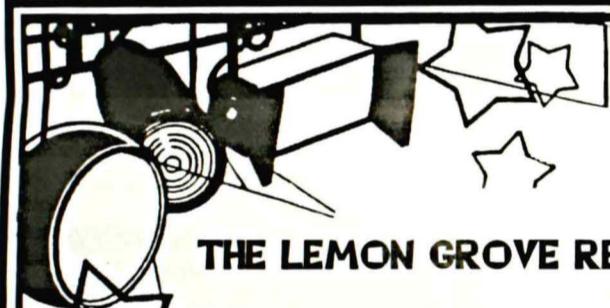
business.

"It could have just as easily have been an underwear company," said Kaufman.

He now lives in the Point Loma area, enjoying retirement with his new wife, Mary. He says he doesn't miss the newspaper business at all.

"In those six years, I never had a Wednesday night off, or more than four days away from the newspapers," he said. "If I'm working, I give it 24 hours a day. But when I'm gone, I'm out of there."

*Next week: The Saga of Steven Saint*



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